

Is It Something We Did?

Capitol Area Transit knows alot of people who live on bus routes don't ride the bus. We'd like to find out why.

If you're a non-rider, we'd like to hear from you. Below you'll find a short simple survey. Just one moment out of your busy day is all it requires.

Once you've answered the questions, present it to any driver in exchange for one free ride. You might find it's nice to "Count On CAT!". Or, pop the survey in the mail — it's postage free.

If you have any questions about the survey or where and when you can catch a CAT bus, call 238-8304, and ask for the Marketing Department.

Capitol Area Transit wants to serve you!

1. Did you ever ride CAT in the past?
☐ Yes ☐ No
2. Why did you stop?
☐ Moved ☐ Bought car ☐ Bus too expensive
☐ Other _____
3. What is your area of residence? _____
4. Do you know where the nearest CAT route is? ☐ Yes ☐ No
5. What is the single largest reason why you don't ride the bus?
☐ Too expensive ☐ Not convenient ☐ Too far away ☐ Other _____
6. What could CAT do to change your mind? _____
7. What do you think is a reasonable one-way fare? \$ _____
8. What percent, if any, does your employer pay for parking?
9. Does the new Transfer Center encourage you to ride the bus?
☐ Yes ☐ No, why _____
10. Have you seen our bus schedules? ☐ Yes ☐ No
11. How do you rate them in ease of understanding?
☐ Very difficult ☐ Difficult ☐ Average ☐ Easy ☐ Very Easy
12. How could CAT make its schedules easier to use? _____

13. If you were to ride CAT, what would be your single largest reason for doing so? _____
14. What newspaper do you read most often? _____
15. What radio station do you listen to most frequently?
AM _____ FM _____
16. What TV station do you watch most frequently?
☐ WHP(21) ☐ WHTM(27) ☐ WGAL(8) ☐ WHYI(15)
☐ WITF(33) ☐ WPMT(43) ☐ Other _____
17. Have you ever seen/heard CAT advertising?
☐ Yes, where ☐ TV ☐ Radio ☐ Newspaper ☐ Local Appearances

OPTIONAL DATA

18. Sex ☐ Male ☐ Female
19. Age _____ Income _____
20. Name of Employer _____
If you would like to be on CAT's mailing list, please write your name and address below:

CAT

STRATEGIC PLANNING SURVEY — PLEASE RETURN BY JUNE 10, 1989

1. How do you get to work?
 - ☐ Drive alone
 - ☐ Ride CAT bus (GO TO QUESTION 4)
 - ☐ Carpool
 - ☐ Other
 - ☐ Walk
 - ☐ Don't Work (GO TO QUESTION 8)
2. Have you considered using CAT to get to work?
 - ☐ Yes
 - ☐ No
3. What is the single largest reason why you don't ride the bus?
 - ☐ Too expensive
 - ☐ Not convenient
 - ☐ Too far away
 - ☐ Other _____
4. Where do you work?

Name _____

Address _____
5. What are your work days? _____ Hours? _____
6. Does CAT serve your employment location?
 - ☐ Yes
 - ☐ No
 - ☐ Don't know
7. Are you familiar with the "Ride to Work" discount pass program?
 - ☐ Yes
 - ☐ No
8. Do you use CAT for other than work trips?
 - ☐ Shopping
 - ☐ School
 - ☐ Social
 - ☐ Other
 - ☐ Medical
 - ☐ Don't use CAT (GO TO QUESTION 12)
9. How often do you ride CAT?
 - ☐ 4 or more days per week
 - ☐ 1-3 days per week
 - ☐ 1-3 days per month
 - ☐ 1 day per month
10. How do you pay for your CAT trips?
 - ☐ Cash
 - ☐ Monthly pass
 - ☐ 10 trip ticket
 - ☐ Big 40 ticket
 - ☐ Senior citizen card

11. What route(s) do you use for your trips?

Work — Route _____ (and transfer to Route _____)

Shopping — Route _____ (and transfer to Route _____)
12. How would you rate CAT as a transit provider?
 - ☐ Excellent
 - ☐ Fair
 - ☐ Good
 - ☐ Poor
13. If you drive, how much per day do you pay to park your car? _____
14. What percent does your employer pay? _____
15. How much money do you feel you do/can save each month using CAT rather than driving? _____
16. What area in the Harrisburg region would you like CAT to provide transit to? _____
17. In your opinion, what could CAT do to improve its operation? _____
18. Other comments on CAT _____

OPTIONAL INFORMATION

19. Sex _____ 20. Age _____
21. House Income
 - ☐ Under \$7,000
 - ☐ \$25-35,000
 - ☐ \$7-15,000
 - ☐ \$35-50,000
 - ☐ \$15-25,000
 - ☐ Over \$50,000
22. Address _____

IF YOU ARE INTERESTED IN INFORMATION ABOUT THE "RIDE TO WORK" DISCOUNT PASS PROGRAM OR OTHER CAT FARE PAYMENT PROGRAMS, YOU MAY CALL 238-8304 OR WRITE YOUR NAME AND ADDRESS IN THE SPACE BELOW AND INFORMATION WILL BE SENT TO YOU.